

Message Text

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ORIGIN ARA-20

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FM SECSTATE WASHDC

TO AMEMBASSY SAN JOSE

UNCLAS STATE 199284

E.O. 11652: N/A

TAGS: BEXP, CS

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAMS

REF: SAN JOSE A-95

1. WASHINGTON ACTION STAFF (WAS) MET ON AUGUST 28 TO REVIEW COSTA RICA CAP FOR FY 75. WAS COMMENDS EMBASSY FOR THOUGHTFUL COMPREHENSIVE CAP.
2. CAMPAIGN 1, ACTION 5: USIA AND COMMERCE WILL COOPERATE TO ARRANGE ELECTRONIC DIALOGUE. PLEASE ADVISE SOONEST OF SPECIFIC THEME AND AREA OF INTEREST. WAS ASSUMES EMBASSY MARKETING PROFILE ON FOOD PROCESSING AND FOOD PACKAGING WILL IDENTIFY SPECIFIC AREAS OF INTEREST.
3. CAMPAIGN 2: EMBASSY IS TO BE PARTICULARLY COMMENDED FOR THIS CAMPAIGN WHICH IS WELL THOUGHT-OUT AND PROMISING. ACTION 3: PLEASE SEND COPIES OF LIST OF LOCAL REPRESENTATIVES DEVELOPED IN CONNECTION WITH CAMPAIGNS TO COMMERCE/BIC. ACTION 6: USIA WILL ATTEMPT TO ASSIST IN IDENTIFYING AND SECURING SUBJECT FILMS.

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4. CAMPAIGN 3, ACTIONS 2 AND 3: EXPERIENCE HAS SHOWN

THAT USE OF CATALOGS AS ENVISAGED IN REPAIR IS NOT AS PRODUCTIVE AS HAVING A TECHNICAL EXPERT PRESENT ALONG WITH CATALOGS TO ANSWER QUERIES BY POTENTIAL CUSTOMERS. TO

PARTIALLY FINANCE THE COSTS OF HAVING A TECHNICAL EXPERT PRESENT, COMMERCE CHARGES A FEE TO THE SUPPLIERS OF CATALOGS. COMMERCE IS CONCERNED THAT THE PROPOSED ACTIONS 2 AND 3 WOULD NOT BE ADEQUATELY PRODUCTIVE AND WOULD UNDERCUT THE REGULAR CATALOG SHOW PROGRAM SINCE NO FEE WOULD BE CHARGED. COMMERCE WILL EXPLORE ALTERNATIVE MODES OF ACTIONS ALONG LINES OF 2 AND 3, POSSIBLY IN CONNECTION WITH MEXICO CITY TRADE CENTER EVENTS NEXT SPRING. MEANWHILE, WAS PROPOSES ADDITION OF AN ACTION 6: "PROMOTE ATTENDANCE AT THE MEXICO CITY TRADE CENTER SHOW ON ADVANCED MEDICAL EQUIPMENT, APRIL 14-19, 1975."

5. CAMPAIGN 4, ACTION 3: USIA HAS NO SPANISH LANGUAGE FILMS IN STOCK.

6. CAMPAIGN 5, ACTIONS 5 AND 6: IT DOES NOT APPEAR LIKELY THAT COMMERCE WILL BE ABLE TO ASSIST IN PROPOSED CATALOG SHOW, FOR SAME REASONS GIVEN UNDER CAMPAIGN 3.

7. WAS SUGGESTS THAT ACTION 3 UNDER SURVEY CAMPAIGN BE TRANSFERRED TO CAMPAIGN 1 (FOOD PROCESSING AND PACKAGING EQUIPMENT), WHERE IT WILL BECOME ACTION 6.

8. WAS REQUESTS THAT THE FINANCING ARRANGEMENTS OFFERED BY THIRD-COUNTRY COMPETITORS AND THE REASONS FOR THIRD-COUNTRY DOMINATION OF CERTAIN INDUSTRIES BE STUDIED AS A PART OF THE SURVEY CAMPAIGN.

9. WITH THE ABOVE REVISIONS AND UNDERSTANDINGS, COSTA RICA CAP IS APPROVED. KISSINGER

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